

PART VIII

CORPORATE CHALLENGE BACKGROUND INFORMATION

The Corporate Challenge initiative was created as a sub-component of The Mayor's Health and Fitness Challenge program in an effort to target the Miami-Dade County Corporate Community.

With so many corporations taking a key interest in the health and well being of their employees, the Corporate Challenge aimed to partner with seven (7) select companies in Miami-Dade County to increase employee awareness in the areas of health, fitness, and nutrition. The Corporate Challenge provided an incentive based program that encouraged partnering companies to develop worksite wellness programs and promote the Mayor's Health and Fitness Challenge events and activities. For those companies who already had worksite wellness programs in place, the Corporate Challenge aimed to increase enrolment numbers and maintain employee interest through a fun, interactive, and educational series of health screening events, fitness demos, prizes, giveaways, and raffles.

The Corporate Challenge was designed to exploit a mutual interest between corporations and their employees. For corporations interested in reducing the cost associated with employee absenteeism, the Corporate Challenge served as a mechanism to be seen as proactive in responding to these health concerns while exploring creative alternatives to promoting healthier living options. Furthermore, because employees often attribute poor health to stress associated with work, the Corporate Challenge provided a stress free environment that helped employees better understand their health needs while increasing company morale.

Each corporation participating in the Corporate Challenge agreed to host a series of health fair like events in their corporate buildings for a period of four (4) months leading up to the Mayor's Health and Fitness Challenge culminating event on June 19, 2004, entitled "Winners for Life". Each health-screening event was designed to be fun, entertaining, and informative and focused on the central theme of the Mayor's Challenge to *"Get Fit, Eat Right, and Chill Out."* Furthermore, each event featured the health-screening component consistent with all Mayor's Health and Fitness Challenge main events and activities. Employees were encouraged to track their body mass index, weight, and blood pressure, as well as to participate in a featured monthly interactive demonstration and lecture series.

CORPORATE CHALLENGE PROPOSAL OVERVIEW

Sub-challenge aimed at the corporate community of Miami-Dade County

- Engage the community's business leaders
- Promote employee participation
- Partnering companies have the opportunity to provide their employees with a coordinated fitness program\
- Expand upon existing wellness programs

Corporate Challenge Goals

- Promote health and fitness throughout the corporate community.
- Introduce corporate employees to a wide variety of options for maintaining a healthier lifestyle.
- Promote Mayor's Health and Fitness Challenge activities and main event schedule to corporate employees.

- Conduct health screenings and register employees to the Mayor's Health and Fitness Challenge database while encouraging them to monitor their progress.

Each Corporate **"Fitness Focus"** event will be **administered monthly** in each of the participating companies designated host site.

Fitness Focus events will be **fun, informative, educational** and interactive. They will be conducted through a program manager designated by each participating corporation.

All events will have special **promotions and giveaways** including: T-shirts, water bottles, gym memberships, Zumba Videos, Omron equipment (BMI/ % body fat reader, walking pedometers), and Oleomed products.

Corporations Received:

- Coordinated Health Program (Informative, Educational and Interactive) seminars.
Program includes: cooking demos, interactive fitness demos and stress reduction
Features include: Zumba Salsa Aerobics & Tai Chi Classes
- Monthly Employee Health Screenings (Height, Weight, Body Mass Index Body Fat, Blood Pressure)
- Monthly Raffle and Giveaways for Employees

CORPORATE CHALLENGE PARTNERS AND HOSTS SITES

The Mayor's Challenge approached seven (7) corporations in Miami-Dade County to implement: The Corporate Challenge Initiative. The partnership between these corporations and the Initiative came at no expense to each corporate partner, rather, each corporation was asked to take a proactive role in assigning staff and resources to oversee and help implement the program within their respective organizations. Two (2) main criteria for partnership included the designation of a corporate host site for each partner, as well as, the assignment of an internal program manager within each host site. Partnering corporations included the following companies:

- Bellsouth
- American Airlines
- Burger King
- Jackson Memorial Hospital
- Comcast
- Wachovia Financial Center
- United States Postal Service
- Univision Network



Corporate Challenge Host Sites Profiles

The following section contains an overview of the activities and events respective to each corporate host site. Included in each corporate profile are the following:

Host Site

The specific designated location for each Corporate Challenge event.

Program Coordinator

The corporate coordinator assigned to manage the program internally within each corporate host site. Corporate coordinators are all employees of their respective partnering company.

Event Dates

The specific event dates for each Corporate Challenge event within each respective host site. Each event was designed to help employees monitor their BMI, % body fat, blood pressure, and weight.

Estimated Total Participation

This number includes and is the sum of total employees who attended internal company events, employees who registered or participated in internal company promotions and giveaways, and employees who, as a result of our initiative, contacted us, visited our website, or requested further information on health and fitness resources.

Employees Registered

This number is limited to the number of employees who filled out a registration form and opted to track their stats throughout the duration of the program.

Highlights

A snapshot of events and activities that occurred throughout the Corporate Challenge Program within each respective host site.

**** Stars denote companies with existing worksite wellness program prior to the Corporate Challenge Program.**

****American Airlines**

901 Ponce de Leon Blvd.
Suite 800
Coral Gables, Florida 33134
Phone: 305.520.3200
Peter J. Dolara

Senior Vice President

Host Site: Miami International Airport Auditorium,
Concourse A

Program Coordinator: Mike Navarro

Event Dates: March 9, April 13, May 18

Estimated Total Participation: 500

Employees Registered: 157

Highlights: health screenings, Tai Chi demos, Marlins
Ticket promotion for June 19th Event, Zumba video
giveaways, Salsa Aerobics demos

BellSouth

150 W. Flagler St.
Suite 1901
Miami, Florida 33130
Phone: 305.347.5418
Joseph P. Lacher

President

Host Site: West Dade Building (600 NW 97th Ave)

Program Coordinator: Patricia Rondon

Event Dates: February 26, March 16, April 13, May 11

Estimated Total Participation: 570

Employees Registered: 190

Highlights: health screenings, stress management
lecture & Tai Chi demo, Zumba video giveaway and
demo, Marlins Ticket Promotion for June 19th Event

****Burger King**

5505 Blue Lagoon Drive

Miami, Florida 33126
Phone: 305.378.7741
Brad Blum
CEO

Host Site: Burger King Headquarters, Cafeteria Auditorium

Program Coordinator: Rebecca Johnson (Health and Fitness Supervisor)

Event Dates: February 27, March 26, April 30, May 21

Estimated Total Participation: 250

Employees Registered: 80

Highlights: yoga and massage, health screenings, gym membership promotion

Wachovia Financial Center

200 S. Biscayne Blvd.

Miami, Florida 33131
Phone: 305.373.3400
CBRE (Real Estate Manger)
Timothy Prunka

Sr. Vice President

Host Site: Building Plaza

Program Coordinator: Lissette Gonzalez (Steel Hector & Davis), Sean McNamara (CBRE)

Event Dates: March 19, April 16, May 14

Estimated Total Participation: 600

Employees Registered: 213

Highlights: Zumba in the Plaza, New Miami City Club Health Menu for Corp Execs, Kick-off Press Conference, Marlins Ticket Promotion for June 19th event, Downtown Athletic Club Gym promotion

Univision Network

9405 NW 41 Street
Miami, FL 33178
Phone: 305.471.3902
Angela Ramos
Director of Community Affairs

Host Site: Building Cafeteria

Program Coordinator: Rosa Lamazares

Event Dates: June 14

Estimated Total Participation: 600

Employees Registered: 123

Highlights: Pfizer's "Sana La Rana" cholesterol screening, Zumbando con Kellogg's giveaways and interactive class, Cooking demonstrations by Chef Joel

United States Postal Service

2200 NW 72 Avenue
Miami, FL 33152
Phone: 305.470.0402

Host Site: General Mail Facility Cafeteria

Program Coordinator: Dottie Johnson

Event Dates: May 4, May 5, May 20

Estimated Total Participation: 500

Employees Registered: 113

Highlights: Pfizer's "Sana La Rana" cholesterol screening, free nutritional consultations

Comcast

2501 SW 145th Avenue
Miramar, FL 33027
Phone: 305.770.5316
Jeanie A. Hernandez
Area Community Relations
& Public Affairs Director

Host Site: 2151 West 62nd Street, Hialeah, FL 33016-
Events 1 & 2
2501 SW 145th Avenue, Miramar, FL 33027
Program Coordinator: Donnetta Copeland
Event Dates: February 26, March 17, April 29, May 26
Estimated Total Participation: 200
Employees Registered: 75
Highlights: Zumba classes, Zumbando con Kelloggs
video giveaway, health screenings

Miami-Dade County

Stephen P. Clark Center
111 NW 1st Street

Miami, FL 33128-1994
George Burgess
County Manager

Host Site: Government Center Central Lobby
Program Coordinator: Marilyn Rey
Event Dates: October 14, November 25, March 26, April
22
Estimated Total Participation: 4,500
Employees Registered: 750
Highlights: health screenings, prize giveaways, S.A.K
Foundation Hip Hop Aerobics, Tai Chi Classes, Tony The
Tiger & Zumbando con Kelloggs dancers, free messages
by Corporate Body, free nutritional consultations

**** Jackson Memorial Hospital**

1611 NW 12 Ave
Miami, FL 33136
Phone: 305 585-6754
Marvin O'Quinn
President, CEO

Host Site: Diagnostic Treatment Center
Program Coordinator: Alan Smith
Event Dates: February, 19, March 30, April 27, May 28
Estimated Total Participation: 600
Employees Registered: 168
Highlights: Video Conferencing Zumba Classes to Jackson
South, Tai Chi interactive seminars, promotional giveaways

CORPORATE CHALLENGE KICK-OFF EVENT

The Mayor's Health Fitness Challenge kicked off the Corporate Challenge with a press event in Downtown Miami. The press event was a corporate lunch designed to attract top CEO's and encourage them to motivate their employees to participate in the Corporate Challenge.

The Miami City Club, located on the 50th floor of the Wachovia Building, hosted the luncheon. The luncheon at the Miami City Club was limited to City Club members/guests, Mayor's Corporate Challenge participants, staff, media and special invitees. At the press conference, Mayor Alex Penelas along with Health Foundation of South Florida CEO, Dr. Steve Marcus and Corporate Challenge Co-Chair, Jorge Luis Lopez announced their commitment to promote health, fitness, and health living.

In addition, and as part of the kick-off event, a free health-screening seminar was conducted at the lobby of the building and it was open to the general public. The lobby event was designed to

register new Challenge participants and to provide an analysis of the four Challenge measurements (weight, body mass index (BMI), body fat, and blood pressure). Up-coming Mayor's Health and Fitness Challenge events were promoted and special incentives/giveaways were provided to all participants.

Panelists and Event Speakers Included:

The Honorable Mayor Alex Penelas, Miami-Dade County

The Honorable Sally A. Heyman, Miami-Dade County Commissioner, District 4

Dr. Steve Marcus, President & CEO, Health Foundation of South Florida

Vivian Donnell Rodriguez, Director, Miami-Dade County Parks and Recreation Department

Nancy Humbert, Ex Deputy Director, Miami-Dade County Health Department

Jorge Luis Lopez, Steel Hector and Davis

Guest Appearances:

Jenny De Guzman (National Spokeswoman), Zumba Salsa Aerobics Team

Tony the Tiger, Kellogg Company

